



STANDARD & POOR'S CORPORATION

345 HUDSON STREET, NEW YORK, N. Y. 10014

**Satisfied Users
Speak Louder
Than Claims!**

Accept This Invitation to
See Absolutely FREE the new ZIP Coded
1966 REGISTER OF CORPORATIONS,
DIRECTORS and EXECUTIVES

NOW OFF THE PRESS

Dear Sir:

Entirely at our risk, we should like you to examine
the new edition of Poor's REGISTER.

This see-for-yourself - decide-for-yourself courtesy is
extended only to a select group of businessmen like yourself
who are qualified to judge the value of this outstanding
work and make profitable use of it.

You can use Poor's REGISTER in many ways: as a mailing
list, as a calling list for your salesmen, as an executive
check-list, as a quick credit guide, as a buyer's guide. As
a mailing list alone it is a fantastic bargain; if you had
to rent these names from listing houses for just a one-time
mailing, it would cost you well over \$5,000. And the 1966
Register is ZIP Coded for the first time.

The 1966 edition includes corporate listings of over
31,000 nationally known companies - showing accurate titles
and duties of all leading officers and executives,
identifying department heads, technical personnel, etc.
(258,000 names listed!)

Especially valuable and exclusive in the REGISTER are
the biographies-in-brief of some 74,000 top-flight directors
complete with their interlocking corporate affiliations,
ages, alma maters, business and home addresses. These men
control perhaps 70% of all business done in the United
States.

The Industry Section of the REGISTER is broken down into
over 900 classifications and a high percentage of listings
include approximate annual sales and number of employees.
A Geographical Index and Standard Industrial Classification
Numbers round out this monumental work that is kept up-to-date
with cumulative quarterly supplements incorporating as many
as 250,000 changes annually.

The information in Poor's REGISTER is available nowhere
else in such complete, accurate and up-to-date form. The

"Has been most helpful to us in determining the proper contacts to make at large companies who are potential users of our products. Your Register contains within one volume the type of people in whom we are interested in promoting our products."

H. E. Morison
Owens-Corning Fiberglas Corp.

"I am glad to outline in this letter the story of our recent mailing over a list picked from your Standard & Poor's Register. We chose 2,004 names, those names being particularly chief engineers and purchasing agents of companies employing over 500 persons. Our result was over a 47% return."

Advertising Manager
Universal Concrete Pipe Co.

"While we keep the book in the Purchasing Department, We find that our Statistics Department, Public Relations Department and our executive secretaries are constantly referring to it for reference to the proper names and spelling of different corporations. We feel that your book is invaluable and we would not be without it."

Dresser Industries, Inc.

"This volume has a number of uses in our bank, but primarily it is used in our Business Development Department. That department maintains very complete records on customers and prospects including of course national concerns, and these records are constantly maintained up to date in so far as changes of official personnel are concerned. In this work the Register of Directors and Executives is our bible."

The Second National Bank of
Houston

"In our direct mail promotion department, the Register is our 'Bible.' I dare say that fifty times a day there is occasion to refer to it for many purposes. You can well imagine that in an operation which involves substantially more than 40,000 guests in a calendar year, frequent reference must be made to an information source of the calibre of Poor's."

The Greenbrier and Cottages

"We find Poor's Register of Directors and Executives exceedingly useful in many phases of our industrial development activities. It serves as a ready check list of company executives in replying to a variety of industrial inquiries. The Register is particularly helpful in developing industrial prospect lists for direct mailing and industrial promotion trips."

San Francisco Chamber of Com.

"For many years our credit department has found your POOR'S REGISTER OF DIRECTORS AND EXECUTIVES extremely helpful in our credit granting. We have been able, by referring to your Register, to give one-day service to many of our customers. This is very important in a store of our type, as we deal with the 'upper bracket' clientele, and they expect this service. I should strongly recommend the use of your Register to all credit men."

Director of Accounts
Bonwit Teller

REGISTER is truly unique, and if you have genuine need for it, it will quickly prove indispensable. Thousands of companies would not be without it.

I could go on extolling the virtues of the REGISTER— but far better to submit it to your own judgment. Once you have the opportunity to examine it you will agree that this unique publishing venture requires no sales talk, that it sells on sight.

We are convinced that you will find the REGISTER highly profitable to you, a book that will repay its modest fee quickly over and over again.

You risk absolutely nothing by taking advantage of this rare opportunity and filling out and mailing the coupon below today.

Sincerely,

H. L. Wyman

H. L. Wyman
Senior Vice President

Let me examine the 1966 Poor's Register Without Obligation!

Name _____

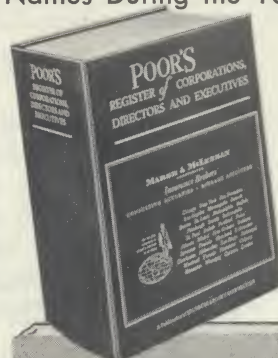
Company _____

Street _____

City _____ State _____ Zip _____

A-560-D

Always Up-to-Date!
The REGISTER is
Continuously Revised
—with 3 Cumulative
Supplements Adding
Thousands of New
Names During the Year

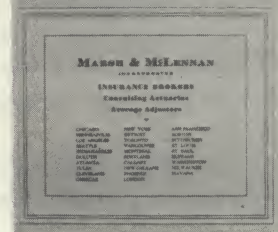


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